

Franklin Simon & Co.

Fifth Avenue, 37th and 38th Sts., New York



FOR MADAME

THE VOGUE OF SMART RESORTS AND COUNTRY CLUBS

HAND-MADE HAND-DRAWN TWO-PIECE DRESSES OF HANDKERCHIEF LINEN 18.50

Models 85 and 87—HAND-MADE, HAND-DRAWN TWO-PIECE DRESSES in white, lavender, blue, green, gray or yellow handkerchief linen.

Model 85a—FANCY WENCHOW STRAW HAT in white, red, navy or Copenhagen blue, orchid or black. 10.00

Model 87a—ITALIAN STRAW HAT in Copenhagen or navy blue, sand, natural, red, purple or black. 8.50

Prompt Delivery Free, Anywhere in the United States. Phone 6900 Fitz Roy.

Franklin Simon & Co.

FIFTH AVENUE 37th and 38th Sts. NEW YORK

PROM-GIRL

Reg. Applied for

WHITE SPORTS CLOTHES

LEGHORN STRAW HAT 7.50
 DIMITY BLOUSE . . 5.00
 HAND KNIT SWEATER 11.75
 WOOL EPONGE SKIRT 11.50
 WOOL HOSE 2.75
 BUCKSKIN OXFORDS 10.00

IN THE INDIVIDUAL SHOPS



TREO GIRDLE

The all-elastic corset

"If you desire to wear present styles to the best advantage, you must wear a Treo Girdle"—said a Fifth Avenue modiste to one of her fashionable customers.

CLEVER modistes recommend the Treo Girdle because it gives the figure the supple, youthful lines, the free, graceful contour that make this season's pretty costumes so becoming.

If you have never worn a Treo, you have a delightful surprise in store for you. The new trimness it will impart to your figure, the greater stylishness it will give to your gowns will prove a glorious revelation.

But be sure you get a Treo—because it has two patented features possessed by no other girdle, and without which, no girdle can give the results of Treo.

Only the Treo Girdle has the "Feature Strip" of elastic at the top which holds in the diaphragm and supports the small of the back, two very important functions that a corset should exercise for physical reasons, as well as for style. In addition, the Treo has the "Anchor Band" of elastic at the waist which prevents the girdle from slipping up or sliding down. Don't forget these exclusive features that distinguish the Treo from conventional models.

The Treo Girdle is made ENTIRELY of surgical elastic web. It gives freely to every movement of the body, yet holds the figure firmly and prevents it from spreading. It makes the Treo equally desirable for street, dancing, evening, or sport wear.

There is a style for every figure. To insure best results, be sure you get the style just suited to your particular type of figure. Price \$5.50 to \$15. If your dealer can't supply you—write us for illustrated booklet.

TREO COMPANY, INC.
 Manufacturers
 160 Fifth Avenue New York

A Noteworthy Achievement

WURLITZER

Baby Grand Piano \$550.

F.O.B. FACTORY TONE QUALITY CONSTRUCTION

Grand in

Pianos Victorrols

WURLITZER

120 West 42nd St. (Between Broadway and Sixth Ave.)

DEAF?

This Smile Says "I Hear Clearly"

If you are hard of hearing you have embarrassing moments—so do your friends. Is it not worth while to see if all this embarrassment can be avoided?

400,000 are now hearing clearly by aid of the Acousticon.

A New York Physician says: "It is of great value to me. I should have been obliged to give up the practice of medicine long ago if I had not obtained this best of all devices for the aid of hearing."

We offer you the

1922 Acousticon

For 10 Days' FREE TRIAL

No Deposit—No Expense

Just write, saying "I am hard of hearing and will try the Acousticon." Give it a fair trial and familiar surroundings—then you can best tell what it will do for you.

Remember, however, that the Acousticon has patented features which cannot be duplicated. So no matter what your past experience has been for your free trial today.

DICTOGRAPH PRODUCTS CORP.

1309 Candler Bldg., 220 W. 42d St., N. Y. City.

New Shoes Old Shoes Tight Shoes

all feel the same if you shake into them some

ALLEN'S FOOT-EASE

The Antiseptic, Healing Powder for the feet

So Easy to Use

Takes the friction from the shoe, freshens the feet and gives new vigor.

At night when your feet are tired, sore and swollen from walking or dancing, sprinkle ALLEN'S FOOT-EASE in the foot-bath and enjoy the bliss of feet without an ache.

Over 1,500,000 lbs. of Powder for the Feet were used by our Army and Navy during the war.

In a Pinch, use ALLEN'S FOOT-EASE

Keels the Feet

Why Have Gray or Faded Hair

USE B. PAUL'S HENNA

Composed of pulverized Henna and Herbs, produces a most natural coloring. The ease with which all shades are obtained, and its proven harmlessness, delights and satisfies the most fastidious women. BEWARE of inferior substitutes. A perfect preparation of proven merit.

\$1.50, Postpaid \$1.60

Blond Henna for lightening hair that has grown dark. Price \$2.25. Protect yourself; ask for and insist on B. Paul's Henna.

B. PAUL, Specialist.

Note Our New Address: 21 West 39th St., New York Telephone 3491 Longacre. Sales Office & Application Parlor

Before After

BENNETT BROS. can re-fit your old Watch into smaller New Style 14k. Gold Cases for \$12.00, or into 20-year Gold Filled Cases for \$8.75, with ribbon or leather strap, for men and women; or exchange your old watches for new style square or Rectangular Platinum or Gold Watches, MAKING YOU FULL ALLOWANCE FOR YOUR OLD WATCH. Consult us to your advantage. Expert Jewelers and Watchmakers on premises. Headquarters for Waltham and Elgin Watches.

Bennett Bros.

175 Broadway One Flight Up at Cortlandt St.

DEMONSTRATIONS DAILY OF GRAY HAIR banished in 15 minutes

The actual results of hair tinting with Inecto Rapid, the great European discovery, are being demonstrated daily in our New York Salon. Inecto Rapid permanently tints any head of gray hair in 15 minutes to any desired color.

INECTO

It tints the hair by repigmentation, giving it a soft, lustrous texture which cannot be detected from natural, and will not rub or wash off or prevent permanent waving. It is not affected by shampooing, salt water, sunlight, perspiration, Turkish or Russian Baths.

Inecto Rapid is the discovery of Dr. Emile, Pasteur Institute, Paris, and is used by 97% of the best hairdressers in Europe. Our Expert is now at our centrally located New York Salon from 10 A. M. to 4 P. M. Daily. You are invited to be our guest at the demonstrations. Special appointment may be made. Full information by mail if desired. Ask for Beauty Analysis Chart A.Z.I.

INECTO, INC., Laboratories and Demonstration Salon.

Largest Manufacturers of Hair Coloring in the World.

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AT LENNON'S LOW PRICES QUAINT ODD PIECES for all parts of the Home.

This Old Mahogany Table

24 in. by 48 in. \$21.75

Write for our "12 Specials in WILLOW FURNITURE" (Illustrated)

LENNON & COMPANY

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ARBUTUS

To the mystic life-long tie woven at the altar by book and oath, this Arbutus Blossom Wreath Wedding Ring adds the strengthening link of flower language. Five tender words translate its meaning. "Thee Only Do I Love." It is the flower with which John Alden wooed Priscilla.

Ask to see this delicate design at your local jewelry store. Be sure this stamp is an emblem of good fortune since Pharaoh's time is stamped inside your ring. This stamp is, furthermore, your assurance of having the best wedding ring made.

Write desk, 101 132nd Atlantic Ave., Brooklyn, N. Y. for booklet "The Story of the Arbutus." If you cannot obtain the ring we will supply you through a jeweler near you.

REDUCE Easily, Naturally Be Slender!

Three slices of Basy Bread a day. Help reduce your weight in a natural way.

Doctors' Essential Foods Co., Orange, N. J.

Gentlemen: Have lost thirty-three pounds with your Basy Bread course. I am feeling fine and my friends are as pleased as I am about my change in appearance and health. Mrs. W. H., Kansas.

DOCTORS' ESSENTIAL FOODS CO.

21 Oakwood Ave., Orange, New Jersey

BASY BREAD

REGISTERED—TRADE MARK

Permanent Waves

First we wash your hair. Then we put in the permanent waves by steam. Work by Monsieur Francis and Monsieur Thomas of Paris.

\$20 all over head. \$1 per curl.

Chant-a-Gray de France used to restore gray hair to beautiful chestnut color. Sent \$1.15 postpaid. Applications \$3 and up.

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Hair Dressing Corporation, 8 West 37th Street

MME. MAYS

Face Specialist Est. 1891.

YOUTHIFY YOURSELF through Madame Mays' Exclusive Method. Removes freckles, lines, blemishes. Restores youthful contour and facial beauty.

Excellent accommodations for patrons.

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For Gray or Fading Hair

HENALFA

The only Henna preparation which can be applied to the hair without previous shampoo. Absolutely harmless, clean and easy to apply. Does not rub off. Price postpaid \$1.50.

CLEMENT BLOND HENNA

A new preparation to lighten hair that has grown dark. It produces a better shade and does not kill or dry the hair like peroxide does. Guaranteed harmless. Price postpaid \$2.00.

In our new building one entire floor with private rooms is devoted to the scientific application of Hair Coloring.

B. Clement

(Note New Address.)

67 West 49th St., New York

MADAME MARIE

FACIAL SPECIALIST

GUARANTEES to remove ALL facial blemishes; 2 weeks' retiresment required for absolute results. Excellent accomodation for patrons.

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